

BRANDON SYSTEMS INSTITUTE



MANAGEMENT STANDARDS FOR DATA PROCESSING

A two-day course for data processing managers which defines the standards that must be established in an operating installation. These include methods standards and performance standards for data processing operations, systems, and programming. The registration fee of \$155 includes luncheons and course materials.

**Washington, D. C.
January 30-31**

**at:
The Coal Building
1130 17th Street, N.W.**

data processing seminar

REGISTRATION FEES:

The fee for this course is \$155, including course materials and luncheons. Classes begin at 9 a.m., and continue through 5 p.m.

LOCATION:

This course will be given in the Board Room of the National Coal Association Building, 1130 17th Street, N.W., at DeSales Street. Luncheons will be served at the Mayflower Hotel, Connecticut Avenue at DeSales Street. Out of town students may stay at the Mayflower Hotel at rates of \$16.50 for single rooms or \$21 for twin rooms. The hotel phone is (202) DI 7-3000.

PUBLIC AND PRIVATE COURSES:

Brandon Systems Institute, the education division of Brandon Applied Systems, Inc., conducts private training programs for business and government organizations as well as its series of public courses on data processing subjects. For information about private training, or other courses scheduled in the public course program, write:



BRANDON SYSTEMS INSTITUTE

1130 17th Street, N.W.
Washington, D.C. 20036
Tel: (202) 296-0678

30 East 42nd Street
New York, N.Y. 10017
Tel: (212) YU 6-1518

MANAGEMENT STANDARDS FOR DATA PROCESSING

COURSE OBJECTIVE: Defines methods and performance standards for data processing operations, systems, and programming and shows how to approach the task of organizing and implementing standards for a data processing installation.

COURSE OUTLINE:

FIRST DAY

Growth of the Industry
The Need for Standards
The Standards Manual
Standards in
Management Control
Problems in Data
Processing Management
The Data Processing
Organization
Standards for Systems
Analysis
Standards for
Programming
Standards for Testing

SECOND DAY

Standards for
Documentation
Standards for Operation
Installation and Enforcement
Approaches to
Performance Measurement
Performance Standards
for Programming
Performance Standards
for Systems Analysis
Uses of Performance Standards
Scheduling, Budget and
Project Accounting
Cost Estimating and
Cost Accounting

THE INSTRUCTOR



Dick H. Brandon, President
Brandon Applied Systems, Inc.

Mr. Brandon has directed data processing consulting activities for eight years. Prior to this, Mr. Brandon supervised a programming section of a major manufacturer of computing equipment. Mr. Brandon's original experience in data processing was obtained as a Senior Industrial Engineer with a manufacturing company, where he set up a unique punch card installation for production and inventory control. His background includes management of programming and operating personnel, the development of unique standards for methods and performance of data processing personnel, and the training of management, supervisory, and technical personnel. Mr. Brandon is the author of the only book on data processing standards, and has contributed to numerous professional magazines and other publications.

This course is based on the book "Management Standards for Data Processing" (Dick H. Brandon, 1963, D. Van Nostrand Company, 416 pages). A copy of this text is provided as part of the student materials for the course.



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1130 17th Street, N. W., Washington, D. C. 20036 Tel: 296-0678

MANAGEMENT STANDARDS
FOR DATA PROCESSING

Dear Sir:

Newness is one of the things that makes the data processing profession interesting -- and it is also a reason for heavy wear and tear on panic buttons in systems, in programming, and in operations.

At first there wasn't enough experience for you to build standards for handling routine tasks, or for measuring the performance of personnel and equipment. Then the resulting crisis-to-crisis way of doing things argued that there "isn't time" to introduce more order into your approach to your management job. And, until recently, there was little concrete experience to guide you in defining, installing, and enforcing standards.

That's not the case today. The job has been done and its success is evident in those installations where standards are in use. Without false modesty we can say that our organization has made a strong contribution to this significant change for the better. To a large extent, our reputation is built on our work in the standards area.

Dick H. Brandon wrote the book "Management Standards for Data Processing" and the two-day seminar of the same name draws both on it and on Brandon Applied Systems' experience for subject matter. Brandon himself teaches this course.

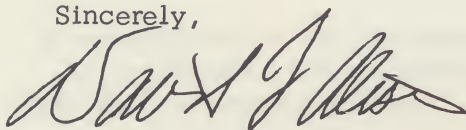
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A Division of BRANDON APPLIED SYSTEMS, INC.

You don't have to be sold on standards. The benefits are too obvious, the payoff too great. You do have to sell yourself on the idea of making a start at developing and installing standards for your own operation.

Probably you'll agree that now is the best time to begin. And registering for this two-day course, Monday and Tuesday, January 30-31 in Washington, D.C., is the first step toward putting yourself in that happy minority of data processing managers whose control over their operation is more real than imagined. Why don't you take that step today?

Sincerely,

A handwritten signature in dark ink, appearing to read "David F. Alison". The signature is fluid and cursive, with a large initial "D" and "A".

David F. Alison
Director

p.s. A complimentary copy of the 416 page text, "Management Standards for Data Processing" is included with student materials for this course.